



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/15 thru 02/21.

(prices in dollars per carton)

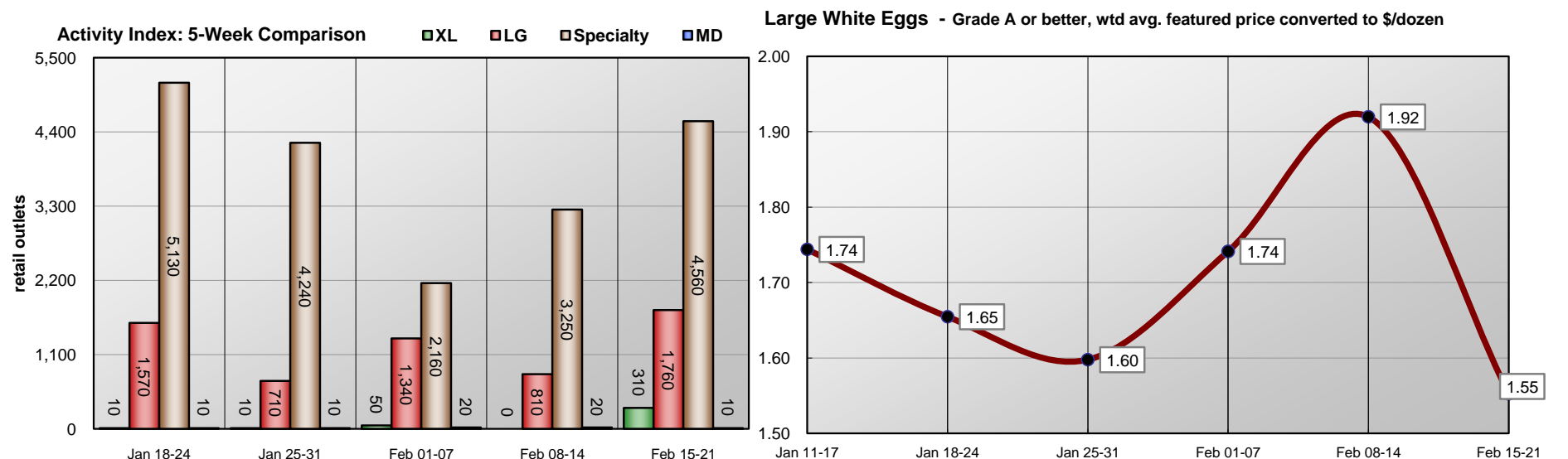
Fri. Feb 15, 2008

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		36.0% of 18,000 stores				28.8% of 18,000 stores				17.8% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	190	2.24	620	1.46			320	1.95			90	1.37
	White 18 pack			100	3.11			210	3.36				
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	120	1.66	690	1.55			140	1.62			1,150	1.41
	White 18 pack			350	2.37			140	2.50				
	Brown 12 pack												
SPE	USDA ORGANIC												
	White 12 pack												
CIA	Brown 12 pack			300	3.55			1,130	3.19			570	3.19
	OMEGA-3												
	White 12 pack	830	2.63	2,190	2.58	250	2.19	1,230	2.40	240	2.50	750	2.13
	Brown 12 pack	10	2.00								190	2.89	
LTY	CAGE-FREE												
	White 12 pack			160	2.31								
	Brown 12 pack	210	2.99	860	2.66			640	2.50			330	2.72

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,070	810	1,240	Large Eggs on
Specialty	4,560	3,250	2,080	Feb-11-2008
Total (includes MD)	6,640	4,080	3,340	443.8
Special Rate 4/:	8.4%	9.3%	4.2%	up 4%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING	
Regular shell egg feature activity is sharply higher than last week and 67% more than a year ago. The average price of Large white eggs, Grade A or better, is significantly less than in previous weeks. Extra large eggs are more visible this ad cycle. Specialty shell egg promotions are higher than both last week and last year. Omega-3 white eggs continue to dominate in this sector especially in the Northeast region. In the egg products sector, liquid eggs are higher than the previous week and year. Store volume and average price increased considerably on the 14-16 oz cartons.	



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		54.2% of 3,900 sampled outlets						15.5% of 4,900 sampled outlets						35.3% of 3,000 sampled outlets					
2/ Activity Index		Activity Index = 2,850 (includes Medium)						Activity Index = 920 (includes Medium)						Activity Index = 910 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.79	10	1.79										1.58	10	1.58
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				2.00	30	2.00	1.67	70	1.67	1.50 - 2.00	320	1.59	1.49	10	1.49	1.25 - 2.00	300	1.44
	White 18 pack										2.50	10	2.50				1.99 - 2.69	340	2.37
	Brown 12 pack																		
MEDIUM		White 12 pack			0.96	10	0.96	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				4.29	60	4.29				3.49	100	3.49				2.99	10	2.99
	OMEGA-3																		
	White 12 pack	2.28 - 2.79	760	2.61	1.67 - 3.00	1,230	2.54	2.79	70	2.79	1.50 - 2.79	150	2.65				1.50 - 2.59	230	2.01
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	100	2.50												
	Brown 12 pack	2.99	210	2.99	2.50 - 2.99	440	2.93				1.99 - 2.50	200	2.23				2.49	10	2.49
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		35.1% of 3,000 sampled outlets						55.2% of 2,300 sampled outlets						27.6% of 900 sampled outlets					
2/ Activity Index		Activity Index = 950 (includes Medium)						Activity Index = 750 (includes Medium)						Activity Index = 260 (includes Medium)					
USDA GRADE AA	White 12 pack	1.50	50	1.50	0.99 - 1.99	530	1.45	2.50	140	2.50	1.49	40	1.49				1.25 - 1.49	30	1.36
	White 18 pack				1.97	20	1.97				2.50 - 3.50	80	3.39						
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.67	40	1.67	1.67	40	1.67												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.29	80	3.29				3.29	40	3.29				3.29	10	3.29
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.50	20	2.50				2.50 - 3.49	440	3.20				1.67	120	1.67
	Brown 12 pack													2.00	10	2.00			
	CAGE-FREE																		
	White 12 pack				1.99	50	1.99										1.99	10	1.99
	Brown 12 pack				2.50	120	2.50				3.00	10	3.00				2.50	80	2.50

Note: See page 1 for explanatory notes.



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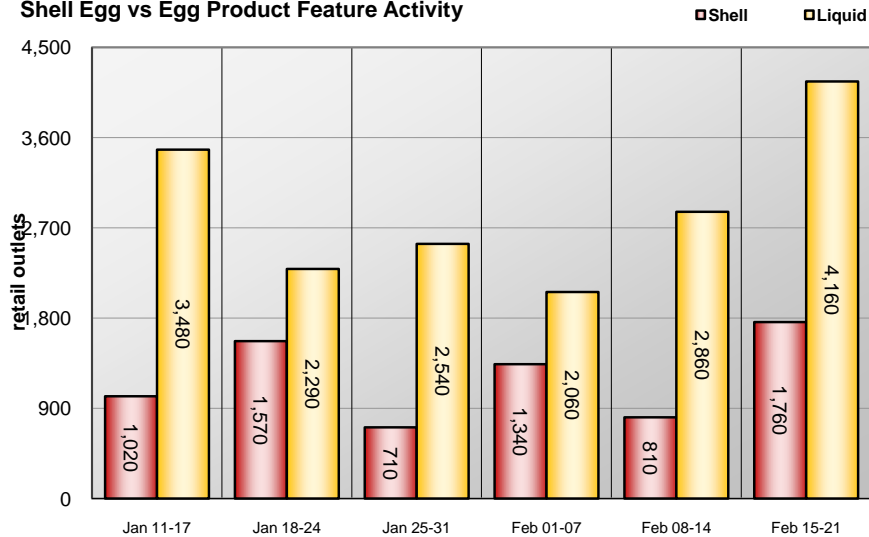
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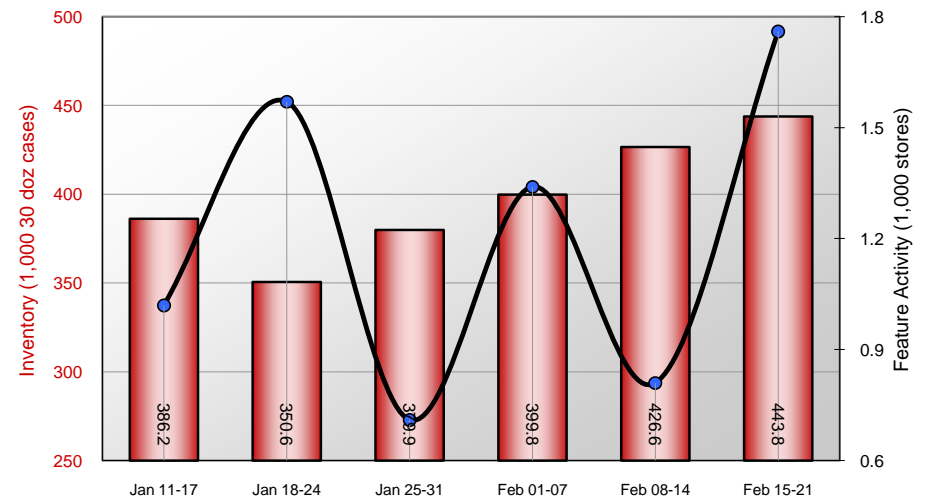
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	20.9%	14.3%	11.9%	31.1% of 3,900 sampled	4.8% of 4,900 sampled	14.4% of 3,000 sampled	30.4% of 3,000 sampled	25.1% of 2,300 sampled	44.1% of 900 sampled
2/ Activity Index	4,160	2,860	2,050	Activity Index = 1,540	Activity Index = 240	Activity Index = 430	Activity Index = 840	Activity Index = 580	Activity Index = 530
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. crtn	2,960 2.89	1,990 2.65	490 2.16	1.99 - 3.50 620 2.99	1.68 - 3.29 240 1.99	2.18 - 3.49 430 2.68	1.67 - 3.39 560 2.78	2.00 - 4.09 580 3.50	1.67 - 3.29 530 2.80
32 oz. crtn	610 4.63	490 4.57	1,200 3.44	3.50 - 4.79 330 4.00			5.37 280 5.37		
3 - 4 oz. cup	590 2.31	370 2.40	360 2.06	1.79 - 3.00 590 2.31					
2 - 8 oz. cup		10 2.00							

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.